



# Division of Recycling Market Research Market Development and Expansion Grant Program Workshop

Sacramento

December 3, 2003



# Division of Recycling Market Research

## Introductions

- Jim Ferguson - Assistant Director for Recycling
- Scott Dosick - Deputy Chief
- Chuck Seidler - Manager, Market Research Branch
- Zenny Yagen - Supervisor, Market Expansion Section
- Jim Gibson - NewPoint Group



# Division of Recycling Market Research

## Workshop Agenda

- 1:00 - Welcome and Introductions
- 1:15 - Introduction to Grant Program's Purpose and Statutory Language
- 1:30 - Potential Advisory Group
- 1:50 - Criteria for Proposing Entities
- 2:10 - Criteria for Proposal Evaluation
- 2:30 - Introduction to Loan Guarantee Statutory Language and Systems to Evaluate Effectiveness of Grant and Loan Guarantee Programs
- 2:50 - Open Discussion on Other Issues
- 3:30 - Closing Remarks



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# Purpose of Workshop

*Obtain ideas and feedback from participants on:*

- 1. How to best utilize available grant funding for market development and expansion activities?*
- 2. How to best utilize the grant program and loan guarantee program to assist industry?*



# Division of Recycling Market Research Market Development and Expansion Grant Program Language

Section 14581(a)(10) states:  
Up to ten million dollars (\$10,000,000) may be expended annually by the department, until January 1, 2007, to issue grants for recycling market development and expansion-related activities aimed at increasing the recycling of beverage containers.



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# What Types of Activities are Eligible for Grants

- (A) Research and development of collecting, sorting, processing, cleaning, or otherwise upgrading the market value of recycled beverage containers.
- (B) Identification, development, and expansion of markets for recycled beverage containers.
- (C) Research and development for products manufactured using recycled beverage containers.
- (D) Payments to California manufacturers who recycle beverage containers that are marked by resin type identification codes "3," "4," "5," "6," or "7," pursuant to Section 18015.



# Division of Recycling, Market Research Market Development and Expansion Grant Program Advisory Group

1. Is one needed?
2. How should nominations be made?
3. What criteria should nominees meet?
4. What should be the role and duties of Advisory Group members?



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## Questions Regarding Potential Criteria for Proposing Entities

1. What criteria should be used to establish if an organization is eligible for grant funding or loan guarantees?
2. What criteria should be used to establish if a project is eligible for grant funding or loan guarantees?
3. Should an organization or project be eligible to receive a grant and a loan guarantee?





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# Questions Regarding Criteria for Proposal Evaluation

1. What should be primary factors used to evaluate a grant proposal's effectiveness in developing or expanding markets as compared to simply improving an entities market share?
2. What should be primary factors used to evaluate a grant proposal's risk of failure or likelihood of sustainability?
3. What should be primary factors used to evaluate a grant proposal's effectiveness of grant funding to meet the intent of statute?



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# What Types of Activities are Eligible for Loan Guarantees

Capital expenditures for new recycling infrastructure located in the state if the Department determines that the new recycling infrastructure:

1. Adds recycling capacity,
2. Results in remanufacturing and reuse of beverage containers into new products, and
3. Complies with all applicable laws and regulations.



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# Questions Regarding Potential Systems to Evaluate Grant and Loan Guarantee Programs

1. What should be primary factors and required reporting to evaluate the effectiveness of a specific grant program?
2. What should be primary factors to evaluate the effectiveness of the grant and loan guarantee program?



# Division of Recycling, Market Research Market Development and Expansion Grant Program Workshop

Thank you for participating  
in today's workshop!

If you have any additional  
comments please email  
Jim Hill at  
[jhill@consrv.ca.gov](mailto:jhill@consrv.ca.gov) no later  
than 5:00 p.m. December 5,  
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